



# Harrold's Pedigreed Giant PANSIES

WHOLESALE PRICE LIST - SEASON 1960

We present here the most popular and commercially useful Pansy Varieties from the Harrold's Pedigreed Strain Line. This, however, is but a part of the world's most extensive selection of Pansies. Because of limited space, this condensed list is mostly for pricing purposes. For more complete descriptions and much other valuable information about our Pansies, see the 1959-1960 catalogue sent to you last August. If you have mislaid your copy or did not receive one, please let us know and one will be sent at once.

## SPECIAL PURPOSE AND NOVELTY VARIETIES (Harrold Originations)

	Pkt.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.
PEDIGREED CUT-FLOWER PANSIES - Tall Greenhouse Type: Best for winter indoors. ....	\$ 2.00	\$ 5.00	\$ 9.00	\$17.50	\$ .....
PEDIGREED CUT-FLOWER PANSIES - Hardy Outdoor Type: Best for early spring outdoors. ....	1.50	3.50	6.50	12.00	.....
HARROLD'S PEDIGREED NOVELTIES: From unreleased development seeds in our breeding work. (limited) ..	2.00	5.00	9.00	17.50	.....
HARROLD'S ATOMIC DAWN: Novelty blend of soft pinks, lavender, blue, light gold and bronze poly-chromes.	2.00	4.00	7.50	14.00	25.00 47.50
HARROLD'S SUNSET GIANTS: Our original introduction 1944. Shades of red, orange and gold. ....	1.00	3.00	5.00	8.00	15.50 27.50

Packets In This Group Contain About 500 Seeds.

## THE WORLD'S FINEST MIXTURES: (These are for The De Luxe Trade)

	Pkt.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 oz.	4 oz.	Lb.
HARROLD'S PEDIGREED AMERICAN GIANTS: Fancy (Swiss) type, largest size & richest colors. ....	\$1.75	\$3.25	\$ 6.00	\$10.00	\$19.50	\$37.50	\$52.00	\$195.00
C. W. HARROLD MEMORIAL BLEND: Our founders own selection with all types and colors. ..	2.00	3.75	7.00	13.00	25.00	40.00	62.50	250.00
HARROLD'S PEDIGREED GIANT ART-SHADES: A most popular Exhibition type. Largest flowers. ....	1.00	2.50	4.75	9.25	18.00	32.00	45.00	180.00
HARROLD'S PEDIGREED SWISS GIANTS: We believe the best American Swiss strain. ....	1.00	2.50	4.75	9.25	18.00	32.00	45.00	180.00
COLOR CARNIVAL: Pacific Giant F-2 Hybrid: One of the best and newest Swiss strains. ....	1.50	3.75	7.00	13.00	22.00	43.00	76.00	.....

## EXCELLENT COMMERCIAL STANDARDS: These meet most quality requirements.

	Pkt.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 oz.	4 oz.	Lb.
HARROLD'S PEDIGREED GIANTS: A most successful Exhibition Strain. Good size and color. ....	\$1.00	\$2.25	\$ 4.00	\$ 7.75	\$15.00	\$28.00	\$40.00	\$150.00
MASQUERADE: Pacific Giant F-2 Hybrids. Fine new Exhibition Strain. Large and bright. ....	1.50	3.75	7.00	13.00	22.00	43.00	76.00	250.00
JUMBO MIXED: American Strain, Harrold Grown first generation from original. ....	1.00	1.75	3.25	6.25	12.00	22.00	35.00	135.00
OREGON GIANTS: American Strain, Harrold Grown first generation from original. ....	1.00	1.75	3.25	6.25	12.00	22.00	35.00	135.00
CANADIAN or MAPLE LEAF GIANTS: Well known popular strain. ....	.90	1.50	2.75	5.25	10.00	17.50	30.00	.....
BUTTERFLY or ORCHID-PASTEL: Ruffled in light, delicate shades. ....	1.00	2.75	5.00	8.00	13.80	25.00	45.00	.....

## ECONOMY COMMERCIAL VARIETIES Standard strains:

	Pkt.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 oz.	4 oz.	Lb.
HARROLD'S IMPROVED SWISS: An excellent "Swiss" type strain with good color and size. ....	\$1.00	\$2.00	\$ 3.25	\$ 6.25	\$12.00	\$20.00	\$32.00	\$120.00
HARROLD'S ALL-AMERICAN BEDDING MIXTURE: Blended from more than 20 type strains. ....	1.00	2.00	3.25	6.25	12.00	20.00	32.00	120.00
PANSY AMERICA: (Peter Pan) Preferred in some markets. ....	.90	1.50	2.75	5.25	10.00	17.50	30.00	.....
ENGLEMAN SPECIAL: One of the best English strains of bright colors. ....	1.00	1.75	3.25	6.25	12.00	25.00	35.00	.....

Packets Above Three Groups Contain About 1000 Seeds.

## MOST USEFUL SEPARATE COLORS: Some of these are Harrold Exclusives.

	Pkt.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.
HARROLD'S AZURE GIANTS: Finest, most popular intense blue, dark center. ....	\$ 1.00	\$ 2.25	\$ 4.00	\$ 7.75	\$ 15.00
HARROLD'S RUBY GIANTS: Deep garnet to mahogany red. "Fancy" centers. ....	1.00	2.25	4.00	7.75	15.00
PAY DIRT: (Jumbo) Large golden yellow, penciled center. ....	1.00	3.00	6.00	11.00	20.00
MOON MOTH: (Jumbo) Large white dark blue throat penciling. ....	1.00	3.00	6.00	11.00	.....
ELK'S BEAUTY: Maple Leaf Type, in true Elk's Purple self. ....	1.50	3.50	6.00	11.00	.....
WENDY: (Peter Pan) Attractive porcelain or china blue. ....	1.50	3.50	6.00	11.00	.....
TINKERBELL: (Peter Pan) Orange Bronze shades. ....	1.50	3.50	6.00	11.00	.....
STRAWBERRY ROSE: (Swiss) Lighter than Raspberry Rose. Similar in habit. ....	1.50	3.50	6.00	11.00	.....
RASPBERRY ROSE: (Swiss) Blush to maroon pink. Popular. ....	1.00	2.25	4.00	7.75	15.00
CORONATION GOLD: Fine yellow self with apricot-orange tinge. ....	1.00	1.75	3.00	5.50	10.00
BLACK KING: Large flowers of jet, maroon and purple-black. ....	1.00	2.25	4.00	7.75	15.00
ORANGE GIANT: Pure orange in center shading to apricot at edges. ....	1.00	2.25	4.00	7.75	15.00
HARROLD'S GOLDEN GIANTS: Deep golden yellow with large dark brown center. ....	1.00	2.25	4.00	7.75	15.00
PURE WHITE: Fragrant and lightly ruffled. Popular. ....	1.00	2.25	4.00	7.75	15.00

Packets These Separate Colors Contain About 750 Seeds.



# PROFITABLE VIOLAS

Violas are a most popular and useful companion line to your Pansies and you'll find these Harrold's Pedigreed Strain varieties to be the very best obtainable. For larger quantities see our full catalogue.

**HARROLD'S AZTEC CHIEF:** Here is a sensational new Viola. Excellent habit and size. Color range is unique - pastel pinks, purples, apricot, red, lavender, yellow, blue, copper, bronze and violet; all with golden centers penciled with tiny dark rays. Seed supply limited again this year. **SEED:** Pkt. \$1.00;  $\frac{1}{16}$  oz. \$1.90;  $\frac{1}{8}$  oz. \$3.50;  $\frac{1}{4}$  oz. \$6.50.

**HARROLD'S SWEETHEART SERIES, LARGE FLOWERED VIOLAS:** These are a vast improvement in the large flowered Viola group. Flowers are nearly as large as some of the smaller Pansies, brightly colored and they are exceptionally hardy. Bloom early and long.

**ALICE:** Azure blue, really brilliant.

**DELORES:** Roslyn or purplish blue.

**EDITH:** Cream white with dark seeds.

**EMILY:** Pure snow white, white seeded.

**LAURENE:** Silvery-lavender. A delightful delicate shade.

**LINDA:** Light golden yellow.

**LOIS:** A rare near red shade. Striking.

**NANCY:** Bright sky blue.

**PATRICIA:** Large violet-blue. Yellow dot center.

**SANDRA:** Bronze and terra-cotta shades.

**THORA:** Deepest golden yellow.

**DOROTHY:** Formula mixture of the above colors.

**SEEDS:** Pkt., about 1,000 seeds, \$1.00;  $\frac{1}{8}$  oz. \$2.25;  $\frac{1}{4}$  oz. \$4.50;  $\frac{1}{2}$  oz. \$8.00; 1 oz. \$16.00; 2 ozs. \$25.00.

## OTHER WELL KNOWN VIOLAS:

Scottish Giant Yellow: Pkt. \$1.00;  $\frac{1}{8}$  oz. \$2.25;  $\frac{1}{4}$  oz. \$4.50.

Jersey Gem: Violet blue. Pkt. \$1.00;  $\frac{1}{8}$  oz. \$2.25;  $\frac{1}{4}$  oz. \$4.50.

Admiration: Violet-blue. Pkt. \$ .60;  $\frac{1}{8}$  oz. \$1.00;  $\frac{1}{4}$  oz. \$2.00.

Arkwright Ruby: Pkt. \$1.00;  $\frac{1}{8}$  oz. \$1.50;  $\frac{1}{4}$  oz. \$2.50.

Avalanche: Large white. Pkt. \$1.00;  $\frac{1}{8}$  oz. \$2.00;  $\frac{1}{4}$  oz. \$3.00.

Chantreyland: Pure apricot. Pkt. \$1.00;  $\frac{1}{8}$  oz. \$1.50;  $\frac{1}{4}$  oz. \$2.50.

Scotch Bedding Mixed: Pkt. \$ .90;  $\frac{1}{8}$  oz. \$1.50;  $\frac{1}{4}$  oz. \$2.75.

Lutea Splendense: Canary yllw. Pkt. \$ .75;  $\frac{1}{8}$  oz. \$1.40;  $\frac{1}{4}$  oz. \$2.50.

# HARDY PRIMROSES

Primroses are one of the groups that is always of value to the retailer. They are easily grown and always popular. We list here a quite complete selection of the hardy types. Some will be available only from new crop and new crop seeds will be supplied as harvest comes in.

**POLYANTHUS - VERIS HYBRIDS: (Hardy)** Pkt. 3 Pkts.

**HARROLD'S PEDIGREED GIANT BLUE SHADES:**

Always in great demand and usually in limited supply.

Colors range azure to violet blue. Pkts. about 200 seeds. \$1.50 \$4.00

**HARROLD'S PEDIGREED GIANT MIXED:** All the

bright colors in largest size. Sturdy, robust plants. Color

range carries the ever popular novelty shades as well

as bright selfs. .... 1.00 2.50

$\frac{1}{16}$  oz. about 1500 seeds \$4.00;  $\frac{1}{8}$  oz. \$7.50;  $\frac{1}{4}$  oz. \$14.00.

**HARROLD'S PEDIGREED GIANT SEPARATE COLORS:**

These meet the demand for specified colors for formal

bedding. Usually dependable up to 85% true to color.

**RED SHADES:** Brilliant range of giant flowers. .... 1.25 2.50

**GOLD SHADES:** Giant golden yellow, bright. .... 1.25 2.50

**WHITE:** Cream to pure white with small orange eye. ... 1.25 2.50

**GOLD LACED:** Flower edges laced with gold. .... 1.25 2.50

Above 5 varieties average about 300 seeds per packet.

## OTHER CHOICE PRIMROSES -

**ACAULIS BLUE:** A very desirable variety in the most brilliant blue shades. Very scarce. .... 2.00 5.50

**AURICULA MIXTURE:** These are the Alpine Primrose with the attractive colored eye in each floret. .... 1.00 2.50

**BULLEESIANA:** About 14" tall; globe shaped heads of bright orange, carmine, apricot and blue. .... 1.00 2.50

**CASHMERIANA:** Dense heads of lilac to purplish blue. 1.00 2.50

**CASHMERIANA RUBY:** A striking deep red variety of this type. .... 2.00 5.50

**CHINENSIS FRIMBRATA MIXED:** For greenhouse pot plants, not hardy. A very outstanding strain. .... 1.00 2.50

**DENTICULATA HYBRIDS:** Globular shaped heads, lilac to white. .... 1.00 2.50

**ROSEA GRANDIFLORA:** Lrg. flowered, brt. rosy-carmine. 1.00 2.50

**JAPONICA:** Choice mixture of white, pink, rose & cerise. 1.00 2.50



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WHOLESALE PRICE LIST - SEASON 1960

# *Harrold's* Pedigreed Giant **PANSIES** -

Again we bring to your attention the superior, world known line of HARROLD'S PEDIGREED STRAIN PANSY SEEDS. This is the most complete selection of Pansy and Viola Seeds available from a single source in the world today and it is a line affording many outstanding, exclusive originations that you will find both useful and interesting. We mention here, only a small number of the most popular items; those which you may wish to order quickly for early planting and those that are in supply for early shipment.

## OUR COMPLETE 30 PAGE CATALOGUE

Last August we mailed this catalogue to all professional and trade firms on our regular mailing list. Some 10,000 throughout the world. This was the 1959-60 edition and it will apply to sales this year until the new issue is ready in late July. Look it up and use it to order from or order from this folder. If you have misplaced the catalogue or did not receive one and wish to place an order after seeing it, ask for a copy on your business letterhead and it will be sent to you promptly. You owe it to yourself and your customers to give this outstanding line a full examination before placing your order for planting this summer. All firms of record will receive the new edition as soon as it is ready. We are setting the July date so as to include stock changes and new things after harvest potential is better known.

## PREFERRED THE WORLD OVER

HARROLD'S PEDIGREED PANSIES have been available to the American trade for well over half a century. They are preferred by many of the world's most critical growers. We have recently supplied seeds to several of the most outstanding American Show Gardens, Arboratums and Famous Public Parks and Private Estates. During June we have sent seeds to Caracas, Venezuela; Hong Kong, China; Cape Town, South Africa; Geneva, Switzerland and Budapest, Hungary. It will be noted that many of these locations are in areas where Pansy seeds are grown, easily obtained and where prices are much lower than in the United States. This certainly attests to the quality and value of HARROLD'S PEDIGREED STRAINS when they are used in preference to more easily obtained local seeds.

★ JUL 6 1960 ★

U. S. Department of Agriculture

## DELPHINIUM SEEDS

As always, Pacific Giant Hybrid Delphiniums are popular at this time of the year. New crop is just about due in and most growers like to plant fresh crop seeds as soon as available.

**ASTOLAT:** Pink, rose, lilac and raspberry shades. Mostly dark bees.

½ Pkt. \$1.00; Reg. Pkt. \$1.85; ⅛ oz. \$2.75; ¼ oz. \$5.25; ½ oz. \$10.50; 1 oz. \$20.00.

**BLACK KNIGHT:** Darkest shades, velvety texture.

**BLUE BIRD:** Medium blue with white bee.

**BLUE JAY:** Intense blue with dark bee.

**CAMEILARD:** Exquisite pure lavender - opalescent.

**GALAHAD:** The finest and most popular white. White bee.

**GUINEVERE:** Pinkish-lavender with opalescent overtones. White bee.

**KING ARTHUR:** Violet blue with white bee. Eye catching.

**LANCELOT:** Lilac self with white bee. Very delicate and appealing.

**ROUND TABLE:** A very fine, balanced mixture.

**SIR PERCIVAL:** Newest white with large black bee.

**SUMMER SKIES:** Light blue with attractive white bee.

**SEEDS:** Any of the above varieties - Tr. Pkt. about 700 seeds \$1.00; ⅛ oz. \$2.25; ¼ oz. \$4.25; ½ oz. \$7.50; 1 oz. \$14.00; 2 ozs. \$27.00. Each variety priced as a separate item.

Address All Orders To

**HARROLD'S PANSY GARDENS & GREENHOUSES**

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